

system 100, as well as an exemplary space for receipt of messages 162. Display 118 may be implemented as a window in display 110.

[0048] Figure 3 illustrates display 118 with an exemplary advertisement 164. Any type of advertisement may be generated by central authority 120 and sent to any gaming location for display. Figure 3 also shows an exemplary menu by which a user may chose the type of service desired by touching an appropriate portion of display 118 or entering a corresponding number on keypad 114. The advertisement may be displayed without the menu if desired.

[0049] Figure 4 illustrates display 118 with an exemplary personal service menu displayed in response to a player or user touching the term "PERSONAL SERVICE" on display 118 or entering the number 1 on keypad 114. The items in the personal service menu may depend on the preferences accessed from memory 121 when the user's club card is read by reader 150. For example, a smoker whose preferences include cigarettes will have item 2 "CIGARETTES" displayed, whereas a non-smoker whose

preferences do not include cigarettes will not have item 2 displayed.

[0050] Figure 5 illustrates an exemplary drink menu displayed in response to a player or user touching the phrase "DRINK" on the display shown in Figure 4, or entering the number 1 on keypad 114. The drinks displayed may depend on the player preferences accessed from memory 121.

[0051] Figure 6 illustrates an exemplary soft drink menu displayed in response to a player or user touching the screen 118 at the phrase "SOFT DRINK" on the display shown in Figure 5. The listed drinks may depend on the player preferences accessed from memory 121. When a player selects a particular drink from the Figure 6 display by touching display 118 at the text corresponding to the desired drink, a numeric input image, such as an image of a numeric keypad 170, is displayed as shown. In this example, it is assumed that the player touched "7UP" by the number 2 or touched the number 2. The text "EN" provides an enter function and an arrow 172 provides a backspace function. Other forms of a numeric input image may be

displayed. A box 174 displays the number entered by the player from keypad image 170. The number indicates the quantities of drinks desired by the player. Each of displays 118, 118A and 134 can display a numeric input image like image 170.

[0052] Communication unit 119 generates a message identifying the drink selected by touching display 118 (e.g., drink number 2) and the quantity selected by touching a number on the keypad image 170 (e.g., the number 1). The message is transmitted via controller 148 and network 126 to service station 132 and is displayed on message display 134.

[0053] Figure 7 illustrates an exemplary reservation menu displayed on display 118 in response to a player or user touching the phrase "RESERVATION" or the number 2 on the display shown in Figure 3, or by entering the number 2 on keypad 114. The message display includes graphics images in the form of a pair of masks 200, a cake 202 and a car 204. The graphics images may be in color. For example, masks 200 may be displayed in red, cake 202 may be displayed in yellow, and car 204 may be displayed in blue.